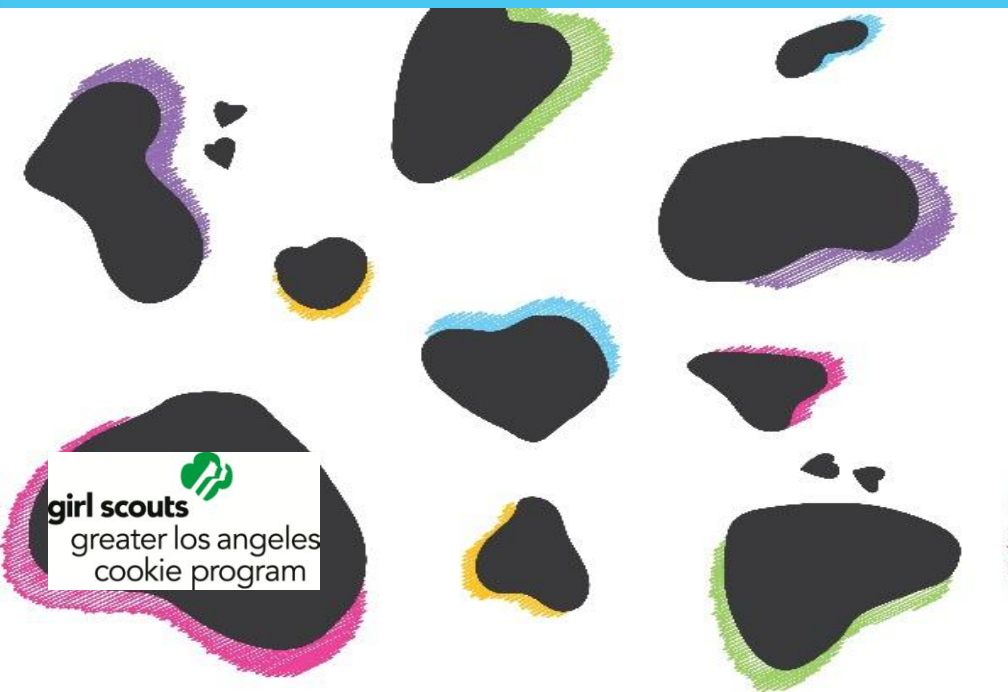


# Cookies 2016

## Boothing Guidelines and Etiquette

February 1, 2016



# Presenters...

- **Alisa Abrencia**
  - Product Sales Manager, GSGLA
- **Cassandra Alexander**
  - Service Unit Cookie Program Chair, CV/Glendale
- **Danelle Jiron**
  - Service Unit Cookie Booting Chair, Crown Poppy



# Success = The Girl Scout Law

**I will do my best to be  
Honest and fair,  
Friendly and helpful,  
Considerate and caring,  
Courageous and strong, and  
Responsible for what I say and do,  
And to  
Respect myself and others,  
Respect authority,  
Use resources wisely,  
Make the world a better place, and  
Be a sister to every Girl Scout.**



# What Is A Cookie Booth?

- A great opportunity for girls to:



- **Reach their goals and make a difference in their community!!!**



- Put the 5 Skills into operation: goal setting, decision making, money management, people skills and business ethics.

- **Take their business to the public!**
- **This is a PRIVILEGE – not a right!!!**





**February 5 – March 6**

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
Direct Sales by Girls: Jan 24 -Feb 4					Cookie Booths: Start	
7 Super Bowl Sunday	8	9	10	11	12	13
Cookie Booths: Feb 5 - Mar 6						
14 Valentine's Day	15 President's Day	16	17	18	19	20
Cookie Booths: Feb 5 - Mar 6						
21	22	23	24	25	26	27
					Nat'l Cookie Weekend	
Cookie Booths: Feb 5 - Mar 6						
28	29	March 1	2	3	4	5
Cookie Booths: Feb 5 - Mar 6						

# Who & Where Can You Booth?

- **Any registered girl who has been granted permission from her parent or legal guardian can booth**
  - Permission form to participate in Product Sales
  - Regular permission form - Product Sale Boothing (checkbox at top)
- **Booths scheduled by your Troop Cookie Chair**
  - Booths run from 8:00 a.m. to 8:00 p.m.
  - Juniors and above after 6:00 p.m.
  - Daisies—no longer than one hour
- **Adult supervision required while girls sell cookies**
  - Per door ratios are:
    - Daisy to Cadette: minimum 2 girls and 2 adults
    - Senior & Ambassador: minimum 2 girls and 1 adult

# Troop Appearance

Be recognized as  
a Girl Scout



Rent Costumes from Service Center:  
[www.girlscoutsla.org](http://www.girlscoutsla.org)

(213) 213-0123

# Behavior

- ❖ No eating or drinking at the booth. If water is needed, keep it out of sight of the customers.
- ❖ Girls should be on their feet at all times --- showing their eagerness to sell the cookies. Always smile and make eye contact.
- ❖ Treat everyone as a potential customer – ask them if they'd like to buy cookies.
- ❖ Breaks may be taken; schedule them if needed. A girl must be at the booth at all times --- adults are assistants.
- ❖ No smoking, pets or extra people (non-Scouts). The only tagalongs at the booth should be the cookies, Tagalongs!!!





# Before the Booth

- **Educate your Troop**
  - Know the cookies & prices
  - State the troop's goal
  - Be familiar with Gift of Caring
  - Leave nothing behind (especially trash)
  - Practice pretend booth selling
  - No eating, drinking, running around
  - Be respectful
  - Schedule no more than 4 girls & 2 adults
  - Never block the flow of traffic
- **Order the Cookies**
  - Recommendation/suggestion chart on page 42 of the Troop Guide
- **Be prepared**
  - Know when & where to show up (print a copy of the ebudde booth confirmation just prior to the booth)
  - Take everything you need
    - Troop
    - Lots & lots of cookies
    - Apron, fanny pack, cross-body bag to hold money
    - Extra money for making change
    - Table & chair, if needed
    - Signage



**BANISH THE BORING!!!!**

**ATTRACT LOTS & LOTS  
OF CUSTOMERS**



**HOW?** With a fun,  
attractive, bright, and  
energetic display

**Appeal to your  
customers**

**Only affix signs to your table or have the girls hold them; NEVER affix  
signs to property owned by the business**

# Setting Up the Booth



- Have colorful, savvy signage
- Arrange cookies in rows
- Fill the table with cookies
- Store excess cookies under table
- Have a GOC container

Available Marketing Tools  
[www.girlscoutsla.org-  
Cookie Central](http://www.girlscoutsla.org-Cookie Central)







Does everyone know their part in setting up and taking down the booth?



Find these and other boothing ideas on the internet



# The Ideal Booth

- Girls are smiling and making eye contact, ready to greet potential customers
- Adults are available to assist where needed
- Girls are in uniform or other Girl Scout attire
- At least two girls are at the site
- Girls have visible signs so customers know what is happening
- All the tables are neat and appealing to the customer





# Don't Forget The Cookies!!!



## Offer Bundles



# Gift of Caring

This is a Council-wide community service project that EVERY girl can participate in.



- Sugar Free
- Calorie Free
- Fat Free
- Guilt Free
- Tax Write-Off



Find these and other promotional ideas on the internet



# Payment at Booths

- **Most favored method: cash**

- *Take change with you; do not ask business for change*
- *Recommend: \$50-\$75 in change in \$1s, \$5s and a couple of \$10s*
- *Do not accept bills larger than \$20*



- **Least favored: personal checks**

- **Accepting credit cards helps focus on the multiple purchase customer so you won't lose volume.**

- *Customers not limited to the cash in their pocket.*
- *Customers purchase more when they can use a card.*
- *Credit cards increase sales by 25 boxes PGA.*
- *Credit card readers must be linked to troop account.*





# Corporate Booths

## High-rises in Downtown LA, Long Beach, Woodland Hills, Burbank and the Westside.

- Applications were due Jan. 15
- Troops will be contacted via email
- Preference given to Cadette and above
- Cookies may be delivered to booth site, depending on the site's ability to store them
- Unsold cookies may be returned; troop's choice



# Tips & Best Practices

- Safeguard the money at all times
- Ensure the girls remain close to the booth
- Adults should be aware of the surroundings
- Use a tally sheet to keep up with the sales for the booth
- Adults to handle the money for Daisies
- Arrange for another adult to pick up large amounts of money
- Girls should never approach vehicles; selling should be done at the actual booth



# Helpful Resources

## BOOTH TALLY SHEET

Booth Location	
Booth Date/Time	

Insert beginning inventory (boxes of Cookies) inside small boxes ("□") below.

	Thin Mints	<input type="checkbox"/>		Samoas	<input type="checkbox"/>
	Tagalongs	<input type="checkbox"/>		Do-Si-Dos	<input type="checkbox"/>
	Trefoils	<input type="checkbox"/>		Savannah Smiles	<input type="checkbox"/>
	Rah Rah Raisins	<input type="checkbox"/>		Toffee Tastic	<input type="checkbox"/>
 Gift of Caring (GOC) - Donations					
Beginning Balance	\$		Girls Working Booth		
Ending Balance	\$				

**YUP.  
IT'S GIRL  
SCOUT  
COOKIE  
TIME.**



[www.girlscoutsla.org](http://www.girlscoutsla.org) - Cookie Central  
or call (213) 213-0123



# Cookie Retail Merchandise

[www.girlscoutsla.org](http://www.girlscoutsla.org)

(213) 213-0123

Car Flag \$9.95



Stop Sign \$7.95



4 sided tablecloth sign \$11.95



Cookie Activity Pin



Car Window Sign \$3.00



Fun Patches!!!





# Recruitment Moment



**Recruitment  
Button**

**We ALL want more girls to benefit from Girl Scouting.  
Use these tools to get other girls and parents interested.**

# National GS Cookie Weekend

## ***February 26, 27, & 28***

- Mostly a national online social event “holiday.”
- Several SUs are planning serious walkabouts using the GRID technique introduced in 2015.
- Expect national media stories, segments on the morning talk shows. E.g. Today, GMA
- MarComm will repeat the “Golden Ticket” promotion to support your booths on Feb 27 via twitter.
- Troops need a booth reservation for Feb 27 to participate.





Thank you for your time, dedication and contributions to the **BIGGEST** girl program of the year.